



Petco Launches First PetCoach Store to Provide Pet Parents with Complete Pet Care Experiences

July 17, 2018

SAN DIEGO, July 17, 2018 /PRNewswire/ -- Petco today announced the launch of [PetCoach](#), a first-of-its-kind pet care store concept that offers a whole new way for pet parents to provide complete care for their pets. Now open in San Marcos, Calif., PetCoach offers the highest quality suite of personalized pet services, products and experiences – all designed through a veterinary lens – to address total pet health and wellness.



"Pet parents tell us they want expert advice they can trust and easy, seamless access to everything they need to take the best possible care of the pets they love," said Petco CEO Ron Coughlin, who took the helm on June 18. "With PetCoach, we're reinventing the idea of a traditional 'pet store' by providing complete care experiences – from grooming, training and day care to full-service veterinary care – that simply can't be delivered by mail or by a mass retailer."

The new model brings Petco's previously online-only, veterinary-led PetCoach platform to life in a retail setting, enhanced by digital and mobile tools, so pet parents have 24/7 access to the support they need – whenever and wherever they need it. On-site services include grooming, training, veterinary care, nutrition consultations, day care, self-wash, mobile vet house calls and dog walking – all in one place. The store design highlights the experiences offered, with clear visibility into each service area and casual gathering spaces for personal interactions and educational events. While not required, PetCoach also offers a membership option that includes high-value perks like free vet visits and discounted products and services.

Digitally, pet parents can create custom pet profiles; book in-store service appointments and get tailored reminders; access immediate professional pet health advice from licensed veterinarians; order from a vet-vetted selection of pet food and supplies; and search an extensive library of content relevant to their pet, including their own health and vaccination records, service history and more.

Whether online or in store, an integrated team of highly-trained "Pet Coaches" work together to get to know every pet and help pet parents make the best choices for the animals they love. Every service and product PetCoach offers – including a limited selection of top natural pet nutrition brands – has been hand-selected and approved by licensed veterinarians to make life healthier, happier and easier for pets and their parents.

"The new PetCoach location serves as an innovation lab where we can test and learn more about what pet parents want and need to live their best lives with their pets," said Petco EVP, Strategic Innovation & Digital Experience Brock Weatherup. "The concept allows us to continue creating new, differentiated and personalized pet care experiences, all backed by our extensive veterinary expertise and support."

To learn more, visit petcoach.co or follow along [@petcoachapp](https://twitter.com/petcoachapp) and [#PetCoachSanMarcos](https://twitter.com/PetCoachSanMarcos).

About Petco and the Petco Foundation

Petco is a leading pet specialty retailer with more than 50 years of service to pet parents. Everything we do is guided by our vision for Healthier Pets. Happier People. Better World. We operate more than 1,500 Petco and Unleashed by Petco locations across the U.S., Mexico and Puerto Rico; prescription services and pet supplies from the leading veterinary-operated pet product supplier, [Drs. Foster & Smith](#); complete pet care services and veterinary advice through [PetCoach](#); and petco.com. The [Petco Foundation](#), an independent nonprofit organization, has invested more than \$200 million since it was created in 1999 to help promote and improve the welfare of companion animals. In conjunction with the Foundation, we work with and support thousands of local animal welfare groups across the country and, through in-store adoption events, help find homes for more than 400,000 animals every year.

SOURCE Petco

For further information: Ventura Olvera, ventura.olvera@petco.com